"A STUDY ON THE CHALLENGES AND OPPORTUNITIES OF APPAREL RETAILING IN THANE DISTRICT"

Synopsis

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By

AMIT ANIL PANDIT

M. Com., NET

Assistant Professor

K. M. Agrawal College of Arts, Commerce and Science, Kalyan (West)

Under the guidance of

DR. KUNAL BADADE

Vice-Principal and H.O.D. of Commerce

Dayanand College of Commerce, Latur.

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1. INTRODUCTION

Apparel means clothing, especially outerwear; garments and attire. Apparel is a term that refers to a covering for the human body that is worn. The price and type of apparel is affected by the various factors like physical, social and geographical etc. The main purpose of clothing is to protect the body from various hazardous element by providing a obstacle between the skin and the environment. Clothing also protect humans body from insect bites and regulate temperature in the cold or heat, and also provide a hygienic barrier, keep toxins away from the body, protect from germs and from harmful ultra vires radiation. There are various clothes available which safeguard the human body as per the different climatic condition the basic purpose of clothing is to make the wearer comfortable and to move freely. The saying ñDress to impress" is very true as Clothing is a basic need not just for the body, but also for the inner person. Clothing is a mean used for determining identity, expression, and importance of both the tangible and intangible. Clothing performs a range of social and cultural functions, such as individual, occupational and sexual differentiation, and social status. In many societies, norms about clothing reflect standards of modesty, religion, gender, and social status. Clothing may also function as a form of adornment and an expression of personal taste or style. Humans have shown tremendous creativity in devising clothing solutions to environmental hazards. Some of the examples space suits, armor, diving suits, swim suits, beekeeper gear, and other protective clothing. The wearing of clothes also has social implications. In most cultures, gender differentiation of clothing is considered appropriate for men and women. The differences are in styles, colours and fabrics.

Retailing is the ultimate link in the marketing channel that brings goods from manufacturers to consumers. In other words, retailing is the combination of activities involved in selling consumer goods and services directly to ultimate consumers for their personal and household use. Retailing includes all the actions involved in selling goods or services directly to ultimate consumers for their personal, non-personal use. There are various stores and non store format through which goods or services are sold i.e. Departmental stores, speciality stores, hypermarket, personal selling, mail, phones, vending machine etc.

The business of apparel retail in India has seen considerable changes in the last few years. The share of apparel in India's retail market is 8%, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative. The textile and apparel industry constitutes 4% of India's GDP, 12% of industrial production and 10.5% of total export of goods. Maharashtra contributes to about 11.40% to India's textile and apparel output and is the 2nd largest employer in Maharashtra and contributes to 28% of India's total export. Due to the globalisation and influence of western countries India has changing face of retail industries. The new format of apparel retailing has not only provided the Indian consumers a wide product line and brands, but also had created a massive employment opportunity for people having varied skills. A huge investment in apparel by organized retailers has change the face of apparel industry in thane district. Growth of modern retail formats in thane region is real threat small apparel retailers in this region and that is why it is highly essential to analyze the strength, weaknesses, opportunities and threat initially and further it is equally important to examine young consumers are attracting more towards modern retail formats in apparel industries.

2. SCOPES OF THE STUDY

Apparel Retailing is a new upcoming section of the economy having a huge potential to add maximum in the GDP of India. In near future, there will cut throat competition in apparel retailing. By keeping in this mind all the stakeholders of the apparel industry, that is, competitors, sellers and buyers etc should keep themselves upgrade with the changing scenario of apparel industry which is possible only with the assistance of Research and Development (R&D) because by using this mean, one can have a clear knowledge and information regarding the actual challenges and opportunities of the apparel industry. In this view, the current study will be providing very useful and vital tool for all apparel retailers and it will make available around all the relevant facts about apparel retailing.

3. LIMITATIONS OF THE STUDY:

All efforts have been made to ensure that the research is designed and conducted to achieve the research objectives. However there are some constrains that do not validate the research but made to be acknowledge.

1. This study is restricted to the all seven Thane Talukaôs Thane, Bhiwandi, Kalyan, Murbad, Ulhasnagar, Shahpur and Ambernath, Region only.
2. This evaluation is based on primary data generated through questionnaire and collected from the apparel retailers of different talukas of Thane District and as such its findings depend on accuracy of data.

4. OBJECTIVES OF THE STUDY:

Objectives for the present study are:

1) To analyse the nature, growth and development of apparel retailing in thane district.
2) To study the perception of retailers towards apparel retailing.
3) To evaluate various marketing strategies adopted by apparel retailer.
4) To examine the challenges and opportunities of retailers of apparel stores.

5. SAMPLING:

Retail apparel stores registered in all seven Thane Talukaôs region will be taken for the study and selected samples will be chosen by random sampling technique accordingly, based on the number of registered units.

6. RESEARCH METHODOLOGY

Since the objective of the study is to find out challenges and opportunities inherent in apparel retailing, exploratory research will be helpful in collecting data. The explorative method of research will be useful for getting information about the present existing condition. Along with this, the types of retailers will be studied to establish the relationship between investments made by them, location of outlets etc. The study will be mainly based on primary and secondary data, therefore, it is necessary to conduct and complete this study by using primary and secondary sources of information. Hence, in compilation to that in the present study the personal interviews and questionnaire for collecting primary data will be used.

Primary Data Techniques

- Questionnaire
- Interview

While the focus is to study the apparel retailersô challenges and opportunities their perception and experience, for getting the required and desired information, Respondent (apparel retailers) will be taken into confidence. A sample is a subset of a unit or a population collected as a representation. In sampling, a researcher decides as to who will be surveyed. The portion of the population that researcher needs to target and that represents entire population is known as the sampling unit. The method of random sampling is the best one suited for the present study in order to avoid biasness in approaches.

Secondary Data and Information gathering

- Books, Magazines and other periodicals existing on apparels, marketing and retailing and websites.
- With the help of questionnaire and published literatures, this study is expected to reach both quantitative and qualitative approach. This combined approach will be helpful to overcome their limitations.

7. PERIOD OF STUDY

The observation will be made from the data for the years 2005 to 2015 with reference to data available from Apparel stores in all seven Thane Talukaôs Region, which will be classified, analyze, tabulated and tested to arrive at the conclusions with appropriate statistical tools applied.

8. HYPOTHESIS OF THE STUDY:

The hypotheses pertaining to objectives are as follows:

1. There is positive association between marketing strategies and growth of the apparel stores.
2. There is no impact of non-store retailing on apparel stores.
3. There are many economic problems faced by apparel retailers in thane district.

9. CHAPTERISATION:

The work executed will be summarized as in the following chapter categories:

1. Research Design.
2. Review of Literature.
3. Emerging Trends in Apparel Retailing.
4. Challenges & Opportunities in Apparel Retailing in Thane District.
5. Data Analysis & Interpretation.
6. Hypothesis testing.
7. Major findings, Suggestion & Recommendation.
8. Conclusion and further scope of the study.
9. Bibliography.
10. Appendices [Questionnaire used in the survey]

The data will be collected from

- ✓ Respondents apparel retailers in all seven Thane Taluka's i.e. Thane, Bhiwandi, Kalyan, Murbad, Ulhasnagar, Shahpur and Ambernath.
- ✓ Various websites.
- ✓ Books, Journals, magazines and various Media.
- ✓ Central and Maharashtra State Government Guidelines and Directives.

Research Student — **(Amit Anil Pandit)**

Research Guide — **(Dr. Kunal Badade)**